



January, 1977

## SPOTLIGHTING INTERNAL AUDIT

Many employees have recently asked, "What is the role of Internal Audit? What do Internal Auditors do?" The following, perhaps can spotlight this important activity.

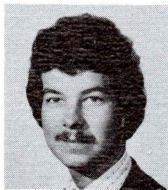
The function of the Internal Audit Department is to provide an independent review and appraisal activity within the Plans. The Director and the staff have full, free, and unrestricted access to all company activities, records, property, and personnel.

The primary objective of the department is to review financial and operational controls over the Plans' assets, and to review compliance with the Plans' policies and procedures. In order to carry out this objective, the department has developed a Master Audit Program for 1977 which has been reviewed by the Audit Committee of the Boards of Directors of both corporations. The Master Audit Program contains 41 audits covering many aspects of our corporate activities. Ten of the audits are ongoing financial audits to review the adequacy of corporate financial controls. The emphasis in operational audits for 1977 is in the Claims Division in which the Internal Auditors will review the organizational and operational controls to ensure that claims are being processed accurately and efficiently.

Recently, the department has implemented extensive claims review programs to assist in the detection of incorrectly paid claims and duplicate claims. Recommendations are also made to effect operational improvements. Those programs are also being used to review the claims of a particular group, such as our own group, to discover claims paid in error, either through oversight or fraudulently.

Fraud detection is not a primary objective of Internal Audit; however, the detection and prevention of fraud are included in the scope of many audits.

In addition to carrying out the Master Audit Program, Internal Audit is responsible for coordinating and performing audits requested by senior management, and coor-



Tom Dunn



Jose Barros



Dennis King

minating audits of outside agencies, such as the Civil Service Commission, or our own external auditors, Peat, Marwick, Mitchell, and Co.

The Internal Audit Department has an authorized staff of 16 people. The department reports to and operates under the direction of the Plans' President, J. W. Herbert. The Director of Internal Audit is **Tom Dunn**, Certified Internal Auditor. The department is divided into two units, Financial and Operational Audits under the direction of **Jose Barros**, and E.D.P. Audits under the direction of **Dennis King**.

E.D.P. Auditors conduct operational audits of the data processing function within the corporations. They review new systems and system revisions to evaluate the adequacy of automated controls. In addition, they write their own computer audit programs to assist in financial and operational audits.

Mr. Barros, Manager, Operational and Financial Audits, is assisted by **Julie Schaefer**, Audit Supervisor. Reporting to Julie are three Internal Auditors, **Jim Thomas**, **Phenie Bocook**, and **Rick Kibler**, and two Claims Auditors, **Barbara Murray** and **Nancy Duncan**. The department has recently added these experienced Claims Auditors to its staff in order to broaden the scope of its audits to review internal control over the accuracy of claims payments. In this program all processed claims are subject to random selection for audit.

Mr. King, Manager, E.D.P. Audits, is assisted by three Senior E.D.P. Auditors, **Rich Yuschik**, **Carl Hicks**, and **Ronnie Washington**, and one E.D.P. Auditor, **Wayne Gaff**.

## TATE, SCOTT AND BOWERING ELECTED TO CHARITY COMMITTEE

Three candidates elected in December by employees' ballots to fill vacancies on the Blue Cross and Blue Shield Employees Charity Committee are **Pat Tate**, **Charles Scott**, and **Ray Bowering**. They began serving their new four-year terms on January 1. The three vacancies were created by terms expiring for the Chairman **Chip Williams**, **Ron Ivey**, and **Kaye Glover** who left the company.

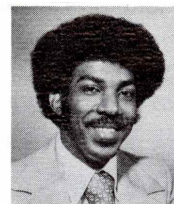
**Carl Herring**, who was elected to the committee on January 1, 1976, is the new Chairman. Serving with him and the three newly elected members are **Sandra Jackson**, Secretary, and **Joyce Warner**.

The Charity Committee functions as a disburser of those funds which are collected through payroll deduction (listed on your check as "Charity"). Ninety per cent of the total money contributed yearly is donated to the Duval County United Way. The other 10% is distributed to several charitable organizations NOT covered by the United Way such as the Cancer Society, Heart Fund, Muscular Dystrophy, etc.

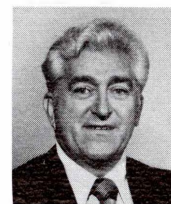
Special thanks to past Chairman, **Chip**, and **Ron Ivey** who have served the committee well for the past four years. They have donated a large amount of their time to make sure the committee did its job and no doubt have received a good deal of satisfaction from their work, especially upon receipt of so many letters from charitable organizations who have received thousands of dollars as a result of employees' donations.



Pat Tate



Charles Scott



Ray Bowering

## NEW OFFICERS ANNOUNCED AT EMPLOYEES CLUB ANNUAL MEETING



New 1977 officers, from left, **Tina Henault**, **Bonnie Kierce**, **Norma Hawarah**, and **Sharon Jones**.

Friday afternoon, December 17, a long wait ended for 12 Employees Club candidates who had campaigned vigorously for three weeks for the honor of serving as officers for 1977.

Candidates this year included for President, **Billy Williams**, **Tina Henault**, and **Greg Lynn**; for Vice President, **Bonnie Godbold**, **Bonnie Kierce**, and **Margaret Jolly**; for Secretary, **Elaine Kenney**, **Norma Hawarah**, and **Cheryl Grant**; for Treasurer, **Bettye Bush**, **Julie Stephenson**, and **Sharon Jones**. The new officers are President, **Tina Henault**; Vice-President, **Bonnie Kierce**; Secretary, **Norma Hawarah**; and Treasurer **Sharon Jones**.

The Club's meeting was conducted by **Kenny Godbold** who was elected Vice President for 1976 but filled in as President after **Obbie Burns** left the company. **Dee Driggers**, Treasurer, reported expenditures for the year amounted to \$13,413 which included employee contributions of \$4,745, employee dues of \$3,073 and corporate contributions of \$11,478. Flower Fund expenditures amounted to \$5,883.

(Continued on page 2)

## Employees Visit American Freedom Train

A "training" session 16 employees did not want to miss took place on Monday, November 22 when they were welcomed aboard the American Freedom Train which visited Jacksonville for four days.

As part of our community relations program, several Blue Cross and Blue Shield employees were invited for breakfast on one of 25 glistening red, white and blue cars filled with 200 years of American history pulled by a giant steam engine. It was the company's way of saying "thanks" to those employees who worked on the 1976-77 United Way Campaign solicitation.

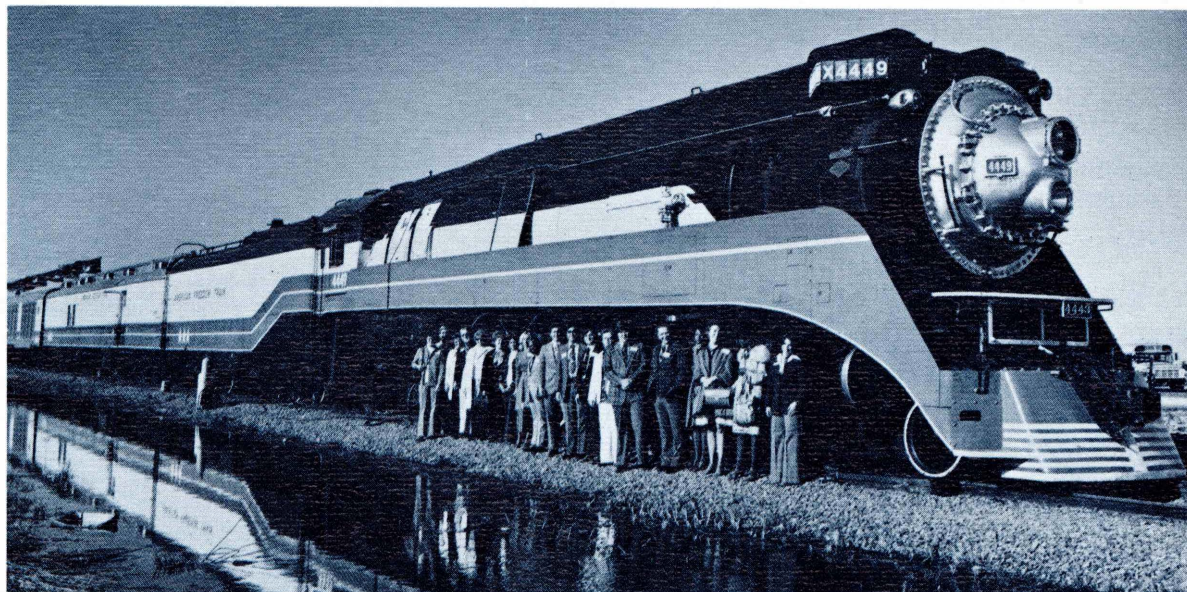
Sponsored locally by the American Bicentennial Commission of Jacksonville, the train traveled 24,000 miles across the country since

it began its journey April 1, 1975 at Alexandria, Virginia. Its final stop was New Year's Eve in Miami, a fitting ending to this Bicentennial year.

The train was open from 8:00 a.m. to 10:00 p.m. More than 7 million people had already visited it when it arrived in Jacksonville. It cost \$17,000 a day to maintain the train and its many staffers who ranged in age from 18 to 73. Displays were carefully arranged to prevent damaging their contents. Photography, especially with a flash, was carefully controlled. The light from one flashbulb can age precious documents as much as 100 years.

Visitors viewed the displays in cars one through ten from a moving walkway that carried them past the displays.

(Continued on page 2)



Employees are dwarfed as they stand next to the giant 1945 refurbished Freedom Train steam locomotive.



Freedom Train (Continued from page 1)

ried them past exhibits representing several aspects of the nation's 200 years. The train carries over 750 priceless artifacts, rare documents, photographs, art treasure and national memorabilia. Themes of the cars included the revolutionary beginnings, exploration and expansion, growth of a nation, origins of contemporary Americans, inventions in science

and technology, Americans at work, sights and sounds of sports, a panorama of American entertainment, gallery of fine arts and a final dramatic portrayal of five historic events that have pushed Americans to the brink of disaster but from which they have emerged stronger and more unified.



Employees enjoyed a quick breakfast in an elegantly appointed dining car before the tour.

Employees Club '76 - Something For Everyone

If you didn't participate in even one Employees Club planned activity in 1976, you missed out on a good time. Looking over the variety of completed projects listed below, there was something for everyone during the course of the year.

As new Club officers take over the reins for 1977, they will be hard pressed to better the record set by President Kenny Godbold (elected Vice President who took over for Obbie Burns who left the company), Secretary Sharon Wilson and Treasurer Dee Driggers. Employees Club Coordinator, Jim Gray, will continue to work with 1977 officers as the full time Club Coordinator as he has done for the last two years.

1976 CLUB ACTIVITIES

- Basketball — Two Men's City League Teams
- Bowling — Women's League (Summer & Winter) — 8-10 Teams  
Mixed League (Summer & Winter) — 18-24 Teams
- Softball — Two Men's City League Teams  
Men's Intramural League — 8 Teams  
Women's Intramural League — 8 Teams  
Softball Tournament — Men's Division (9 Teams)  
Women's Division (4 Teams)
- Flag Football — One Men's City League Team  
Men's Intramural League — 6 Teams  
Women's Intramural League — 5 Teams
- Golf — Tournaments (3 Regular Tournaments & 1 Mixed Doubles Tournament)  
League — 30 Teams
- Volleyball — Mixed Intramural League — 15 Teams  
Women's Intramural League — 10 Teams
- Tennis — Men's Intramural League — 40 Participants  
Women's Intramural League — 20 Participants
- Men's Doubles Tournament — 16 Teams
- Women's Singles Tournament — 12 Participants
- Arts and Crafts Show — 500 Entries
- Kitchen Arts Contest — 81 Entries
- Plant Show — 40 Entries
- Variety Show
- Disney World Trip — 335 Participants
- Fashion Show — Employees as models
- Skating Party
- Thanksgiving Turkey Raffle
- Thanksgiving Basket Drive
- Shirtworld Sale
- Library Card Drive
- Wonder Woman Course (Women's Fitness Program)
- Employees Club New Year's Eve Dance

Arnold Palmer says:  
**We know the score ...**

**Birth defects are forever. Unless you help.**

**March of Dimes**

EMPLOYEES CLUB MEETING (Continued from page 1)

Jack Masters, President of the Employees Credit Union, reported that in 1976, 2,620 loans were made totaling over \$2 million. He reported that Credit Union membership reached 2,599 and dividend payments increased from 6% to 6¼ % beginning October 1, 1976 to be paid on a quarterly basis.



Kenny Godbold



Dee Driggers



Jack Masters

Jim Gray, Club Coordinator, reported the Club sponsored a wide range of projects during the year. There were 34 activities for families, men and women, and separate activities for men and women only. Jim emphasized the officers tried to involve each employee in one or another activity through the year. (A list of these activities appears on this page.)



J. W. Herbert

Speaking over the P.A. system to all employees, our President, Mr. Herbert, stated that "we are the leaders in health care." He continued, "it is because of our leadership that news reporters and some politicians look at us so critically to find cracks in our operation where they think they can attack us." He told us we must operate as a joint body of people with a common cause in 1977 to reverse negative trends that have come our way. He commented that he is looking for help from each one of us to curb the negative trends of inflation, increased volume of claims in our private business, increases in Part B Medicare claims volume, and our financial situation. "I am challenging all of you to first realize the importance of your responsibility and then carry out this responsibility to the utmost of your ability." He closed by stating, "With all of us helping each of us we'll do just fine," as emphasized in our national advertising campaign.

EMPLOYEES CLUB PRESIDENTS—A LOOK AT THE PAST

Presidential campaigns were one of the leading news stories in 1976, and during December, publicity centered around who would win the presidential race of the Employees Club.

Your editor thought it might be fun to look back as far as 1947 when our Club was formed to see who has been its leaders. Thanks to some research work by Tina Henault, the new 1977 president, we are able to publish the list of past presidents. Incidentally, she compiled this list a couple of months before she even knew her name would be on the ballot.

See how many names listed below are familiar to you. As you can see, many of them still work for the Plans after all these years.

Betty Collins	1947	Edith Bowden	1964
†Evelyn Evans	1948	Jack Eagan	1965
‡Jack Baker	1951	*Jane Halter	1966
Helen Pollock	1952	Mel Yost	1967
‡Charlie Webb	1953	Jack McAbee	1968
†Evelyn Reynolds	1954	*Jim Guthrie	1969
Dave Mancini	1955	Flake Hewett	1970
*Chuck Smith	1956	Roger McDonell	1971
Jimmy Williams	1957	Carole Utley	1972
JohnL Bentley	1958	Ron Ivey	1973
*George Patrinely	1959	Karl Smith	1974
†Gene Parr	1960	Henry Douglas	1975
Jimmy Dean	1961	*Obbie Burns	1976
*Janet Turley	1962	Kenny Godbold	1976
†Nell Gardner	1963		

\*No longer work here  
†Retired  
‡Deceased



# ARTS AND CRAFTS SHOW

## "A MANY SPLENDORED THING"

"Did you ever see so much talent displayed in one place?" seemed to express the feelings of many of the estimated 2,500 employees who jammed the 20th floor to see the eighth annual Arts and Crafts Show sponsored by the Employees Club on December 2 and 3.

It was the biggest and most colorful one ever held with 115 employees exhibiting hundreds of needle crafts, paintings, photographs, ceramics, decoupage, collections, etc.

Over 20 different categories drew a variety of entries and offered eligibility for blue ribbons to 37 different employees, with some winning more than one first place. The "Best of Show" trophy went to Peggy Walton for her macrame cradle. Outside judges, experts in their fields, determined the winners.

Special thanks go to Thelma Johnson as the hardworking Chairman of the event, ably assisted by Virginia Drechsler, Patricia Smith, Barbara Van Buskirk, Pat Trock, Billy and Pam Williams, and Kathy Burnett.



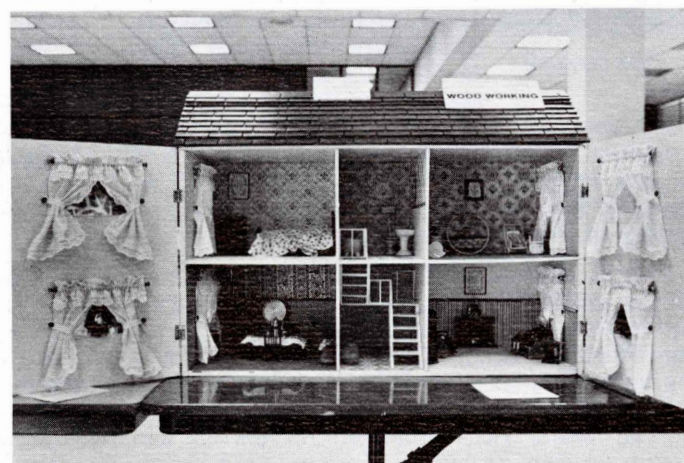
**FIRST PLACE BLUE RIBBON WINNERS:** From left, front row, Peggy Walton (also Best of Show), Jean Cason, Vondalee Childs, Susie Solano, Anita Stephens, Helen Casdia, Dot Rudeen, Alice Johns; back row, Allison Rose, Anthony Cangemi, Marie Waymire, Jill McKnight, Barbara Maginness, Louise Perkinson, Joyce Conley.



**FIRST PLACE BLUE RIBBON WINNERS:** From left, front row, Carole Utley, Henny Butler, Julie Schaefer, Frances Dyal, Juanita Barnhart, Pat Trock, Louise McDaniel, Dave Mancini; back row, Jim Kosakowski, Danny Fisher, Pam Belcher, Benjie Copeland, James Bransford, Myra Bootz, Vanessa Peacock, Arlene Johnston. Not pictured are Mary Amos, Mike Ellis, Donna Cannon, Rosemarie Smolenski, Sam Watson and Annetta Stange.



**Best of Show**  
Peggy Walton — Macrame  
Documentation Specialist, EDP Standards



**First Place — Woodworking**  
James Bransford

### Candles

- 1st Mary Amos
- 2nd Tom Dunn
- 3rd Tom Dunn

### Ceramics

#### Stains

- 1st Jean Cason
- 2nd Patricia Garrison
- 3rd Vicky Robie

#### Underglaze

- 1st Jill McKnight
- 2nd Scott Woodrum
- 3rd Essie Holmes

#### Crystal Glaze

- 1st Sam Watson
- 2nd Debby Gaddy
- 3rd Patricia Garrison

#### China Painting

- 1st Anita Stephens

#### Collections

- 1st Pat Trock
- 2nd Arlene Johnston
- 3rd Arlene Johnston

#### Christmas Craft

#### Ornaments

- 1st Susie Solano
- 2nd Susie Solano
- 3rd Vicky Robie

#### Stockings, etc.

- 1st Dorothy Rudeen
- 2nd Barbara Van Buskirk
- 3rd Barbara Van Buskirk

#### Miscellaneous

- 1st Mary Amos
- 2nd Deborah Gaddy
- 3rd Jane Payne

#### Decoupage

#### Purses

- 1st James Bransford
- 2nd James Bransford
- 3rd Sharon Wilson

#### Plaques

- 1st Carole Utley
- 2nd Carole Utley
- 3rd Rose Sluder

#### Miscellaneous

- 1st Mary Amos
- 2nd James Bransford
- 3rd James Bransford

#### Repousse

#### Purses

- 1st James Bransford
- 2nd James Bransford
- 3rd James Bransford

#### Miscellaneous

- 1st James Bransford
- 2nd James Bransford

#### Photography

#### Scenes

- 1st Annetta Stange
- 2nd Jim Cole
- 3rd Annetta Stange

#### Flowers

- 1st Benjie Copeland
- 2nd Tom Dunn
- 3rd Benjie Copeland

#### Animals

- 1st Donna Cannon
- 2nd Tom Dunn
- 3rd Benjie Copeland

#### Floral Arranging

- 1st Jim Kosakowski
- 2nd Scott Woodrum
- 3rd Norma Troxel

#### Sewing

#### Men's Clothes

- 1st Frances Dyal
- 2nd Louise Perkinson

#### Women's Clothes

- 1st Joyce Conley
- 2nd Louise Perkinson
- 3rd Mildred Nicholson

#### Children's Clothes

- 1st Louise Perkinson
- 2nd Louise Perkinson
- 3rd Louise Perkinson

#### Special Occasion

- 1st Louise McDaniel
- 2nd Louise McDaniel
- 3rd Louise McDaniel

#### Jewelry

- 1st Juanita Barnhart
- 2nd Donna Cannon

#### Needlecraft

#### Crochet Afghans

- 1st Donna Cannon

#### 2nd Henny Butler

#### 3rd Donna Cannon

#### Crochet Shawls,

#### Clothing, etc.

- 1st Julie Schaefer

#### 2nd Gladys Hill

#### 3rd Gladys Hill

#### Crochet Misc.

- 1st Henny Butler

#### 2nd Sybil Smith

#### 3rd Evelyn Glover

#### Knit — Heavy

- 1st Vondalee Childs

#### 2nd Vondalee Childs

#### 3rd Vondalee Childs

#### Knit — Light

- 1st Anita Stephens

#### 2nd Vondalee Childs

#### 3rd Elise Garcia

#### Miscellaneous

#### (Quilts, etc.)

- 1st Marie Waymire

#### 2nd Faye Womeldorf

#### 3rd Jane Payne

#### Crewel (Individual)

- 1st Susie Solano

#### 2nd Joyce Pagan

#### 3rd Susie Solano

#### Crewel (Grouping)

- 1st Alice Johns

#### 2nd Patricia McAinsley

#### 3rd Pam Belcher

#### Embroidery (Needle)

- 1st Rosemarie Smolenski

#### 2nd Rosemarie Smolenski

#### Embroidery (Liquid)

- 1st Myra Bootz

#### 2nd Pat Simmons

#### 3rd Pat Simmons

#### Rugs

- 1st Helen Casdia

#### 2nd Frances Dyal

#### 3rd Alice Johns

#### Wall Hangings

- 1st Pam Belcher

#### 2nd Sheila Kuyath

#### 3rd Linda Heselten

#### Needlepoint

- 1st Barbara Maginness

#### 2nd Barbara Maginness

#### 3rd Mary Amos

#### Bunka

#### Fuzzy

- 1st Allison Rose

#### 2nd Arlene Johnston

#### 3rd Thelma Johnson

#### Other

- 1st Arlene Johnston

#### 2nd Arlene Johnston

#### 3rd Justine Connor

#### Painting

#### Graphics

- 1st Tony Cangemi

#### 2nd Vicky Robie

#### 3rd Shelia Kuyath

#### Oil

- 1st Dave Mancini

#### 2nd Vicky Robie

#### 3rd Gregory Lowe

#### Acrylic

- 1st Benjie Copeland

#### 2nd Alfred Dackenhause

#### 3rd Alfred Dackenhause

#### Sand Art

- 1st Myra Bootz

#### 2nd Myra Bootz

#### Woodworking

- 1st James Bransford

#### 2nd James Bransford

#### Leathercraft

- 1st Mike Ellis

#### Macrame

#### Hanging

- 1st Peggy Walton

#### 2nd Vanessa Peacock

#### 3rd Judy Soucek

#### Plants

- 1st Vanessa Peacock

#### 2nd Ruth Rollins

#### 3rd Ruth Rollins

#### Lamps

- 1st Vanessa Peacock

#### Miscellaneous

- 1st Danny Fisher

#### 2nd Linda Heselten

#### 3rd Danny Fisher



# SERVICE ANNIVERSARIES

## 20 Years



Jeanette Hall

**Jeanette Hall**, Special Accounts Clerk in Subscribers Service Group Billing, celebrated her 20 year milestone with the Plans on January 3. She began her employment as a File Clerk under Mattie Godwin where she worked for four years before joining the Subscribers Service Group and Billing Departments.

She is a native of Tifton, Georgia and is a graduate of Andrew Jackson High School. She is the mother of three boys, Kenneth, James, and Carl, and the grandmother of three. In her leisure time, Jeanette enjoys crocheting, sewing, reading, and working with flowers when time permits.

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Frazier Sinclair

**Frazier Sinclair** will celebrate his 20 year anniversary on January 28 and proudly admits he has missed only four days since he began his employment. Since 1957 his positions have included Mail Operations Supervisor, Assistant Manager, and Manager, the latter since 1975. He is a member of the U. S. Postal Service Customers Council

and holds a Certificate of Training from the U. S. Postal Service.

He is a native of Jacksonville and a graduate of Andrew Jackson High School. He has attended Jacksonville University, is a sponsor for the Boy Scouts, and is Past President of the Normandy Community Club. He served as Vice President of the Employees Club in 1962. He is married to Janice and they have a son, Steve. In his spare time he enjoys camping, fishing and golf.

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Katie Kight

**Katie Kight**, Section Leader, Mail Operations, celebrated two decades of service with the Florida Plans on January 14. Katie joined the Plans as a Mail Clerk in Mail Operations and was promoted to her present position as Section Leader twelve years later.

She is a native of Lyons, Georgia where she attended Toombs Central High School. Katie is the mother of four, Roy, Richard, Eleanor, and Shirley. Last June Katie took a two and a half weeks vacation to Hawaii with her daughter, Shirley, and her family. Katie explains, "I don't care much for planes, flying makes me a little nervous, but it was undoubtedly the most exciting, fantastic time of my life." Katie also enjoys sewing, cooking, and traveling as her hobbies.

## 15 Years



Dale Douberly

**Dale Douberly**, Manager of Medicare Information, will celebrate his 15th year on January 29. He was a Physician Relations Representative in the Physician Relations Department, Orlando office, for six years before being promoted to Manager of Utilization Review in 1968. In 1971 he was promoted to Manager of Program Development, reporting to J. D. Lewis, Senior Vice President - Benefits Administration. In 1973 he was on one year loan to the National Alliance of Businessmen as Metro Chairman, reporting to President J. W. Herbert.

He is a native of Lakeland, Florida where he was graduated from Lakeland High School. He received his Bachelor's degree in Economics from Florida Southern College and his Master's degree in Business Administration from Rollins College. Dale also served in the U. S. Air Force for two years. He is married to Martha and they have two children, Lissa and Shannon. In his spare time he enjoys boating, fishing and hunting.



Pat Simmons

**Pat Simmons**, R.N., Senior Medical Analyst, Medical Department, celebrated 15 years of service on January 22. She began her career as a Claims Examiner in Blue Shield Claims and FEP Blue Shield. She was promoted to Section Leader of that Department in 1966 and four years later she was promoted to Coordinator of Blue Shield Claims Review. Two years later, Pat became Supervisor of Blue Shield Claims Review, and in 1974 she was made Senior Medical Analyst.

She was born in Parkersburg, West Virginia, but comments that Florida is her chosen state. She was graduated from Albany High School in Albany, Georgia, and was a student at Crawford W. Long Memorial Hospital in Atlanta for three years, where she earned her R.N. diploma. Pat is the mother of one, Mary McLoughlin, and the grandmother of Christopher. She is a member of the Weslyn Service Guild. She collects rocks, dolls, and plates, and enjoys bunka, embroidery, crocheting, fishing and billiards. She is also a CB radio buff.

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## "NEWSHOUND" CELEBRATES TENTH ANNIVERSARY



Sandi Wilson

**Sandi Wilson** receives double recognition this month. She is in the spotlight as PROFILE reporter of the month and she also celebrates a decade of service on January 23. She is one of three charter PROFILE reporters on the staff who has served since July, 1968. Sandi has been a Senior Fee Analyst in Health Services Data since August, 1975. She was a Peer Review Analyst in Utilization Review for six years following a year and a half in Medicare A.

A graduate of Ribault Senior High School, Sandi was Secretary of the Employees Club in 1974. She is married to David, a realtor and residential builder, and they recently moved into a new home where she enjoys ceramics, sewing, decoupage and crocheting as her hobbies.

## 10 Years

January 3 — **Sally Butler**, Control Analyst, Task Force, Medicare B. She joined the Plans as a Correspondence Clerk in Medicare B. In 1970 she was promoted to Edit Reprocessing Clerk in Edit and one year later was promoted to Correspondence Clerk in Medical Review. In 1972 she held the title of Research Clerk in Edit Follow-up and has held her present job since October, 1974. She is a member of the Southside Moose Lodge, the Y.W.C.A., and the Deerfield Club. She has participated in various Employees Club activities including the Variety Show, intramural volleyball, and the judo classes held at the Universal Marion Building.

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January 3 — **Johnny Rhoden**, Systems Analyst, Medicare A Systems. He was a Shift Supervisor in Computer Operations in 1968 and was promoted to Programmer in Medicare A Systems in 1970. In 1973 he became Programmer/Analyst in that department. He attended the University of Georgia from 1962 to 1963 on a football scholarship, and is presently attending Florida Junior College on a part time basis, taking advantage of the company's Tuition Refund Program. He has participated in the Employees Club's softball, golf, and intramural football leagues.

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January 9 — **Joseph Giroux**, Supervisor of the Supply and Warehousing Department. He started out as a Mail Distribution Clerk with the Plans and was promoted to Xerox Operator in the Printing Department in April, 1967. In July, 1969 he was made Forms Analyst in the Methods Department and three years later he was made Microfilm Processor in the Microfilm Department. His supervisor promotion occurred in September, 1972.

January 9 — **Alice Mayberry**, Operator, Data Entry. She began her career as a Pooler in Data Recording and in 1975 she was promoted to her present job. She is Chaplain of the Order of the Eastern Star and is a past Matron, and is a member of Eastport Baptist Church.

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January 9 — **Virginia Schemer**, Statistical Analyst, Utilization Review. She began her employment as a Screener and Coder and in 1968 she was promoted to Edit Errors, in the Edit Department. In 1969 she became a Duplicates Clerk and in 1971 she was promoted to an Investigative Clerk. She's been in her present job since September, 1974.

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January 11 — **Pat Pate**, Office Supervisor, West Palm Beach. She began her career as a Receptionist and was promoted to Claims Analyst, Secretary and Section Leader prior to her present position. She attended Palm Beach Junior College for one and a half years taking courses in Business Administration and took advantage of several evening courses.

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January 16 — **Carol Crockett**, Supervisor, Subscribers Service, Group Relations. She began as a Correspondence Clerk in Subscribers Service and was promoted to Quality Control Analyst in 1972 and Section Leader in 1974. She has held her present position for the last year. She is a member of the Trinity Baptist Church, and is a former PROFILE reporter.

\* \* \*

January 18 — **Richard Towery**, Senior Operations Analyst, Computer Support. He started out as a Computer Operator and was promoted to Console Operator, Computer Scheduler and has held the title of Senior Operations Analyst since August, 1976. He is a Lee High School graduate and attended the University of Georgia. He is a member of the Data Processing Management Association and has participated in the Employees Club golf, softball, football and bowling leagues. His wife, Jonnye, also works for the company.

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January 18 — **Doris Viney**, Production and Quality Control Analyst. She joined the Plans as a Claims Examiner in Medicare B claims, and was promoted to Section Leader in 1969. She transferred to the Medicare B Post Payment Audit Department as a Section Leader in 1974 and one year later was made Supervisor of Medicare B Claims. Doris is a member of Mount Mary Primitive Baptist Church and was active in the P.T.A. She enjoys reading and deep sea fishing in her spare time.

\* \* \*

January 23 — **Ruby Reynolds**, Supervisor of Services, Medicare A. She has been in Medicare A about all ten years: In 1969 she was a Medical Review Clerk, and in December, 1973 she was promoted to Supervisor of Medical Plan Benefits. Two years later she became Supervisor of Correspondence and in September 1976 she was promoted to her present position. Ruby is a member of the Jacksonville Explorers Post.

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January 30 — **Roger McDonell**, Assistant to Jack McAbee, Vice President - Blue Cross and Blue Shield Claims. Roger has held this position for the past year and a half. He was a Special Assistant in Medicare B for four years and served as Manager of Medicare B for two years. He attended the University of Florida for over three years, his attendance being interrupted by World War II. Before he was hired here, he retired from the U. S. Air Force. Among his memberships are the Downton Civitan Club, the Men's Garden Club (he is Treasurer and a Director), and the American Begonia Society. Roger is well known for having a "green thumb" and raises rare flowers and plants. He is Vice Chairman of the Finance Committee and Vice President of the Board for the First United Methodist Church.

\* \* \*

January 30 — **Nan Key**, Peer Review Analyst, Utilization Review. She began her career as a Screener and Coder in Screening and Coding. In August, 1967 she was promoted to Correspondence Information in Edit and almost two years later was made Section Leader of that department. She's been in her present job since November, 1973. Nan served as a PROFILE reporter for a couple of years at the Universal Marion Building. She won first prize in the acrylic painting division in the 1975 Arts and Crafts show, and also won first prize for cookies in the 1975 Kitchen Arts show.



# SERVICE ANNIVERSARIES

January 30 — **Marcia Watson**, Production Quality Analyst, Word Processing. She joined the Plans as a Screening Coding Clerk in Medicare B Claims and was promoted to Wats Clerk and Section Leader in 1967. One year later she was made Supervisor of Medicare B Services II. She's held her present job for the last three years.

\* \* \*

January 30 — **Pat McCall**, Medical Analyst, Medicare B Appeals. She joined the Plans in 1967 in Medicare B and in October 1972 she transferred to the Human Resources Division, working in the Training and Development Department until a year ago. At the present time she is attending Florida Junior College part time, majoring in Business Administration. She plans to attend the University of North Florida in the near future. She was a PROFILE reporter for several years and has served on the Supervisory Committee of the Employees Credit Union.

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January 30 — **Helen Smith**, Claims Analyst, Coral Gables. She was hired in the Claims Department of our largest branch and has been a Claims Analyst all ten years.

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January 30 — **Darthell Richmond**, Section Leader, Prepayment Screening. She began her employment with the Florida Plans as a Screener and Coder and one year later she was promoted to Section Leader of Medicare B Services. In 1971 she became a Special Claims Examiner in Special Claims. She attended Florida A & M University in Tallahassee for one year.

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January 30 — **Bob Batie**, Director, Methods Department. He was hired to help form a Methods area. Later, he worked as Manager of the newly-created Production and Quality Control Department in Medicare B for one year, before returning to Methods. In 1969, he established the Methods Department as its Manager, a position he held until May, 1975, when he was promoted to Director. His B.S. Degree in Business Administration is from Berea College, Berea, Kentucky, where he attended under an insurance foundation scholarship. His Master's Degree in Human Resources Management is from Pepperdine University. In obtaining this degree, he attended classes at the Naval Air Station in Jacksonville and received 100% reimbursement under our Tuition Reimbursement Program. Bob is a member of the company's Salary Evaluation Committee. Outside the company, he is active in the Advisory Committee to Schools of Insurance and Finance at Florida Junior College, is Assistant Area VIII Director of the Administrative Management Society (AMS) and was formerly International Director of Systems and Information Management of AMS. Bob is married to Kay, who works in the EDP Planning Department.

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January 31 — **Edna Ray**, Claims Analyst, Coral Gables. She began her career as a Medicare Analyst, and has worked in this branch all ten years.

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November 12 — **Janie Shepard**, EDP Coordinator, Subscriber Service. She began her employment as a Key punch Operator in EDP and was promoted to Control Clerk in Quality Control one year later. In 1968 she was promoted to a Secretary in EDP Systems, and in 1972 she became a Control Analyst in EDP Quality Control. She's held her present title since April, 1974. She is an Employees Gavel Club Alumna.

## 5 Years

### Blue Cross and Medicare A

Janice I. Hull ..... Major Med. Claims Exam.  
Wanda E. Johnson ..... Computer Support I  
John C. Lendman ..... Data Base & TP Systems  
Patricia A. Adams ..... Accounts Receivable  
Lonnie Bennett ..... Building Occupancy  
James R. Thomas ..... Internal Audit  
Diane L. Boatz ..... Accounts Receivable  
Janet C. Dubois ..... Fort Pierce  
Bonnie H. Godbold ..... Subscribers Service  
Mildred E. Martin ..... Legal Recon. Hearings  
Judith C. Pike ..... Quality Control  
Bird A. Schmidt ..... Daytona Beach  
Pamela W. Williams ..... Medicare A In-Patient Billing

### Blue Shield & Medicare B

Edna L. Adams ..... Med. B Informal Review  
Leneva V. Cone ..... Med. B Informal Review

Doris M. Carter ..... Med. B Mail Operations  
Theresa E. Dendy ..... Production & Quality Cont.  
Juanita H. Durham ..... Med. B Claims Ex. Precod.  
Jacqueline Y. Foster ..... Med. B Claims Ex. Precod.  
Nina Samiylenko ..... Drug Claims

## 1 Year

### Blue Cross & Medicare A

Bernard Evans ..... Finance Quality Control  
Ionia Lewis ..... Tampa  
Mildred D. Lewis ..... Pensacola  
Katherine M. Peacock ..... Group Accounting  
Michael L. Schwartz ..... Charge Review  
Nancy L. Couch ..... Tampa  
Clarence E. Troutmann, II ..... Building Occup.  
Margaret S. Cook ..... Complementary Cov. Hosp.  
Troy L. Edwards, Jr. .... Safety & Security  
Josefina M. Fernandez ..... Med. A Med. Review  
Elva A. Horovsky ..... Med. A Med. Review  
Mary F. Mathews ..... Med. A Correspondence  
James C. Nelson ..... Building Occupancy  
Brenda S. Rogers ..... Mail Operations  
Sherry L. Smith ..... Med. A Prod. A  
Beverly C. Sneed ..... Computer Support  
Diane M. Walker ..... Group Accounting  
Charles J. Wiandt ..... Budget & Forecast  
Gloria L. Grimes ..... W. Palm Beach  
Jacqueline P. Cerrito ..... Tampa  
Danette A. Chester ..... Word Processing Center  
Walton Hardin, Jr. .... Quality Control  
Yvonne V. Jones ..... Safety & Security  
Montie L. Nicholls ..... Building Services  
Penelope W. Stephens ..... Cashiers  
John F. Walsh ..... St. Petersburg  
Thelma H. Williams ..... Med. A Utilization Rev.  
Martin Fischer ..... Coral Gables  
Alice E. Johns ..... Hosp. Rel. & Util. Review  
Rita F. Lloyd ..... Key punch General  
Lisa A. Prindle ..... Group Accounting  
Donna L. Tilley ..... Daytona Beach  
Teddy Washington ..... Building Services

### Blue Shield & Medicare B

Clare M. Adamson ..... Major Med. Claims Exam.  
Florence M. Douglas ..... Fed. Emp. Supp. Claims  
Bonnie J. Blanton ..... CHAMPUS Claims Exam.  
Jo L. Lomax ..... CHAMPUS Support II  
Ruby C. White ..... Direct Pay Major Medical  
Susan V. Benoit ..... CHAMPUS  
Theresa F. Flagg ..... CHAMPUS  
Regina Gray ..... BS Claims Processing  
Candace S. Hawes ..... CHAMPUS Support II  
Shirley E. Riegler ..... Coordination of Benefits  
Ronald W. Rountree ..... BS Claims Entry  
Venita S. Sturgeon ..... BS Data Entry  
Phyllis S. Daniels ..... Med. B Critical Corresp.  
Patricia L. Green ..... Med. B Critical Corresp.  
Clover J. Jackson ..... Med. B Post Pay. Cl. Audit  
Cary J. Joyce ..... BC Claims Proc.  
Catherine J. Joyce ..... BS Training  
Gloria R. Lockley ..... Med. B Ben. Dr. Services  
Alethia S. Vanderslice ..... Med. B Ben. Dr. Serv.  
Sonya E. Williams ..... Med. B Records  
Constance M. Ellis ..... Prod. & Quality Control  
Margaret A. Fogarty ..... Med. B Records  
Karen A. LeClaire ..... BS Training  
John E. Wood, Jr. .... CHAMPUS Claims Exam.

## New Year's Resolutions

... or, thoughts that might be carried out by observing "The Ten Commandments of Good Service."

1. Smile.
2. Be considerate and helpful — even if you don't feel up to it.
3. Treat the other person's problems as if they were your own.
4. Listen.
5. Ask yourself, "What extra step can I take to give better service or resolve a problem?"
6. Remember, every claim or record is more than just a piece of paper. It represents a person's medical problems and is of great importance to him or her.
7. Don't hesitate to give suggestions about ways to improve service.
8. Learn how to turn complaints into opportunities to build goodwill.
9. Inquiries from subscribers and providers are not interruptions of our work — they are the purpose of it.
10. Remember, our paychecks depend ultimately upon the quality of service that we provide to our subscribers, providers and other associates.

## 170 GIVE BLOOD DURING HOLIDAYS



Diane Joffre, First Aid Dispensary, pins paper Christmas balls on a tree near the cafeteria to display names of employees who signed up to donate blood on December 28, 29 and 30. Truly sharing with others, 170 employees contributed a pint of blood each, and another 52 tried to give but were rejected because of colds, low iron county, etc. The Jacksonville Blood Bank expressed its thanks to these employees who enabled others to enjoy healthier holidays during this critical time of the year.

## METHODS DEPARTMENT EMPLOYEES PLAY SANTA CLAUS

Each year at Christmas, the employees of the Methods Department donate money for needy families instead of sending each other Christmas cards. This year, because of their "method" of sharing, four families each received gift certificates of \$25.00 to be redeemed at Publix Super Markets.

Sister Claudette Kobasic, from Catholic Charities, accepted the gifts totaling \$100.00 from John Deveau on behalf of Methods employees and distributed them to four needy families in time for them to enjoy a Merry Christmas — and a tasty one, too.

## 1977 VACATION IDEAS FOR MAGIC KINGDOM CLUB MEMBERS

Blue Cross and Blue Shield employees who have membership cards for the Walt Disney Magic Kingdom Club may be interested in reading about their six vacation ideas for 1977. They are available only to club members.

There's a plan for every type of vacation: the VACATION KINGDOM HOLIDAY with accommodations in the Contemporary Resort or Polynesian Village Resort Hotel; the CAMPING JAMBOREE in Fort Wilderness Campground; or the GOLF GETAWAY, four days at the Golf Resort where two championship golf courses are right outside your door! For members with that budget in mind, they offer two deluxe vacations at the Lake Buena Vista Hotel Plaza.

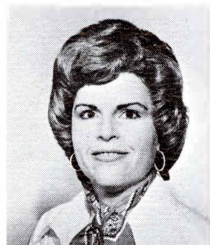
Because these special Magic Kingdom Club vacation plans have become so popular, they've added a new and exciting plan... the WORLD ADVENTURE, which features accommodations in a Lake Buena Vista Vacation Villa or Treehouse within walking distance of the Lake Buena Vista Club and the Lake Buena Vista Shopping Village. Magic Kingdom Club members can enjoy all their favorite recreational activities, such as golf, tennis and swimming in this luxurious country club environment.

For further information please contact the Magic Kingdom Club Travel Center for reservations, telephone 305-824-2600.



# IN THE NEWS

## MARILOU WATSON PROMOTED TO FIELD SERVICE COORDINATOR



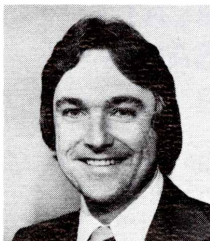
Marilou Watson

Marilou Watson has assumed a new responsibility in Benefits Administration. She will assume the position of Field Service Coordinator, and will be responsible to J. D. Lewis, Jr., Senior Vice President - Benefits Administration. Among other duties, she will be responsible for working alongside claims service personnel at least once quarterly in each field office.

Mr. Lewis stated that "this activity should result in recommendations for improvements in the claims Divisions." While it will not be possible to implement all such recommendations, they will all receive the personal attention and consideration of our officers. She also will be available to accompany field office claims service personnel on group visitations during these quarterly field office visits where requested by the Marketing Division.

She has worked in Blue Cross and Blue Shield Claims, Medicare Part B Claims, the Claims Vice President's office and Customer Services during her 15 years with the Plans. "This experience will be of considerable value in her new assignment," said Mr. Lewis.

## ROD WINDLEY PROMOTED TO MANAGER OF AUDIT



Rod Windley

The promotion of Rod Windley to Manager-Audit in Provider Audit and Reimbursement was announced by Robin Bridges, Director, effective September 22. Rod began his career with the Plans in May 1976 as a Senior Auditor. Prior to joining the Plans he was employed with Ernst & Ernst, C.P.A.'s as an auditor and Management Consultant.

He is a native of Pensacola, Florida where he graduated from the University of West Florida with a B.A. degree in Accounting. He served in the Marine Corps last holding the rank of Sergeant. He is a member of the National Association of Accountants, the Florida Institute of C.P.A.'s, the Jacksonville Jaycees, and the Hospital Financial Management Association. He is married to Harriet and they have two children, Nicole and Jeffrey. In his spare time, Rod enjoys tennis, softball, football, and training dogs.

## THELMA McCURDY PROMOTED TO SUPERVISOR OF CONGRESSIONAL INQUIRIES

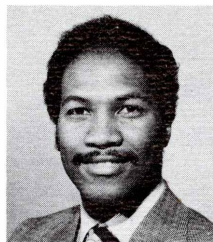


Thelma McCurdy

The promotion of Thelma McCurdy to Supervisor of Congressional Inquiries, Special Inquiries Department, was announced by Dick Warner, Manager, effective November 15. Thelma began her career with the Plans in December 1969 and has held the positions of Section Leader, Training Instructor and Supervisor, all in Medicare B Correspondence. She most recently held the position of Operations Analyst in Quality Analysis.

She is a native of Panama City where she graduated from Bay County High School. She attended Armstrong College in Savannah, Georgia, and Florida Junior College. She is on the Board of Directors for the Unitarian-Universalist Church, and also serves as a Girl Scout Leader. A mother of six, she still finds time to enjoy macrame, quilting, crewel, all kinds of arts and crafts, and camping.

## RAY CAMPBELL PROMOTED TO SUPERVISOR OF COST ACCOUNTING



Ray Campbell

The promotion of Ray Campbell to Supervisor of Cost Accounting has been announced by Jack Brown, Director - Corporate Accounting, effective November 1. Ray joined the Plans in September, 1975 as a Senior Accountant, having held this position until his recent promotion.

He is a native of New Orleans and was graduated from McKinley Senior High in Baton Rouge, Louisiana. He attended Dillard University in New Orleans for four years, receiving his Bachelor's degree. Ray is a member of the National Association of Accountants. He is married to Christine and they just became parents this past December. In his spare time, Ray enjoys intramural sports and chess as his hobbies.

## BRANCH OFFICE PROMOTIONS

Phil Stackpole, Regional Manager, has announced two promotions in the Central Region.

Patricia Hancock was promoted to Group Specialist in Tampa, and Carol Bright was promoted to Group Specialist in St. Petersburg. Both have served as secretaries in the branches prior to their promotions.

Pat was originally hired in the Jacksonville home office in 1970. She later transferred to Tallahassee where she worked for Charles Sharpe. She returned to Jacksonville where she worked until May, 1976 when her husband was transferred to Tampa. Carol has been working in the St. Petersburg branch since she was hired in July, 1973.

## SECTION LEADER PROMOTION

Andrew Green was promoted to Section Leader in the Printing Department on November 8. He was formerly a Print Shop Senior Operator and has been employed since January 11, 1966. Andy has also worked in Warehousing, Shipping and Receiving, and the Stock area. He has attended Jones College for a year.

## FIVE RECEIVE SUGGESTION AWARD CHECKS

A total of \$61.00 was distributed to five suggestors this month. Laura Merritt, General Disbursements, won two \$10.00 awards; Patricia Horne, Secretary, Mail Operations, received \$11.00; Dorothy Pearson, Blue Shield Claims Examiner, Prepayment Screening, received \$10.00; Birdette Brown, Secretary, F.C.I.A., received \$10.00; and Peggy Anderson, Blue Cross Training Coordinator, Subscribers Service, won \$10.00.

## NOW YOU KNOW

Several employees have asked to see pictures of the November Variety Show sponsored by the Employees Club. Regretably, a new photographer had lighting problems and failed to produce even one photo of the show. Nearly 600 employees and guests attended the second annual program, according to Director, Tina Henault. She was unable to prepare a story in time for this issue but we hope to have an article for the next issue.

\* \* \*

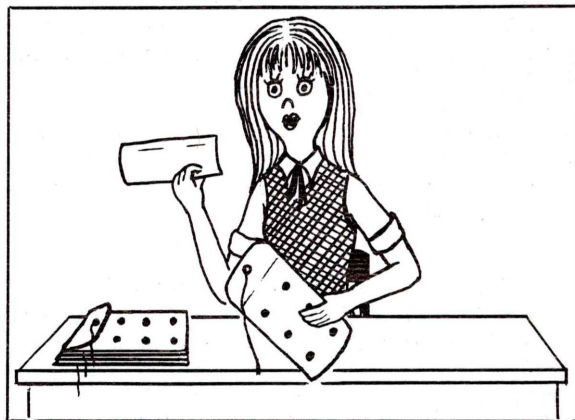
Complimentary letters usually printed each month under the heading "Mail Bag" will appear in the next issue — sorry, we ran out of space this time.

## DOUBLE CHECK YOUR INTER-OFFICE ENVELOPES

Hundreds of our large inter-office mailing envelopes are returned to the Stock Room every few days for "recycling."

JohnL Bentley, Manager of Reproduction and Warehousing, explains there is a serious problem that keeps occurring with these envelopes. When sorting through the envelopes, his employees often discover checks, money orders, business forms, etc., still remaining in the envelopes. This means that business which should have been taken care of is delayed or even lost.

Please check your mail carefully to be sure you are not the culprit. The envelopes have see-through holes in them to eliminate the possibility of mail being left inside the envelopes, but it is through human error that this problem keeps occurring.



## Mini-Profile

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January, 1977

Published monthly for the employees,  
their families, and friends of  
Blue Cross of Florida, Inc.  
Blue Shield of Florida, Inc.

EDITOR  
Carole Utley  
REPORTERS

### SOUTH BUILDING

- 1 Pat Ross
- 1 Gwen Price
- 3 Sandy Daugherty
- 3 Debbie Dubberly
- 4 Melissa Day
- 5 Martha Poplin
- 5 Katherine Joyce
- 5 Darlene Brown
- 6 Linda Smith
- 7 Steve McCrandall
- 7 Pearl Miles
- 7 Tommie Curry
- 7 Tina Henault
- 8 Wanda Davis
- 9 Sharon McAbee
- 9 Danny Fisher
- 10 Jane Williams
- 10 Helen Keene
- 11 Robert Mobley
- 11 Kathi Jaschke
- 12 Mary Terbruggen
- 12 Cathi Callahan
- 13 Sandi Wilson
- 13 Sharon Wilson
- 14 Martha Hewlett

- 15 Sam Watson
- 15 Sally Monserrate
- 15 Aloma Herrington
- 16 Marianne Nielsen
- 17 Vickie Galloway
- 20 Judy Schneider
- 20 Karen Parker

CHELSEA BUILDING  
Susan Turpin

NORTH BUILDING  
2 Debbie Slaughter

MAIN BUILDING  
1 Carol Whiting  
2 Robin Smith  
3 Robbie Leggett  
4 Mary Beth Brett  
5 Yvonne Cooke  
6 Marie Bailey  
7 Myrna Vickery  
8 Jeanette Palma  
9 Darlene Hart  
10 Rochelle Dryden

WEST BUILDING  
Glenda Kalina

Charles Glover . . . Mail Operations Distribution

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